



ANNUAL REPORT

2020/2021



PRESIDENT'S REPORT

2020 presented challenges and changes beyond anyone's imagination and the world is still reeling over a year after the global pandemic first appeared. Through it all, SAFE has continued to help abandoned and unwanted pets - we were determined we wouldn't let them down no matter what. Furthermore it is humbling to know that our small charity, which we created out of very little, has become such a beacon of hope in these times.

SAFE has managed to rescue more animals than ever before and in 2020-2021, we rehomed almost twice the number of pets than in the previous years. One of the reasons we were able to do this was down to the unwavering dedication of our volunteers and a strong base of donors and supporters. Even when the world around them seemed to be in such disarray, every single one of these caring individuals made these record-breaking adoption numbers possible.

It's easy to underestimate what has been achieved in one 12-month period and as we take stock at this time of year, we reflect on all the things which should be celebrated.

- We are one of the few rescues to establish a process of making follow-up calls after adoptions. This is as important to us as it is to the new guardians as we want to ensure that every pet is happy and well-adjusted in their new home. We proactively deal with any immediate settling-in issues, as well as advising and reassuring new guardians that all will be OK. The positive feedback we receive reminds us that all our hard work has been worthwhile.
- Since moving into SAFE Haven, our goal was to establish a secure play area. The aim was to improve the boarding experience and also provide time out for resident cats and kittens. Ku-ring-gai Shed (formally Men's Shed) custom built a fantastic enclosure and, although we've not had many boarders, this space has proved to be invaluable for the mental and physical wellbeing of our welfare cats.
- This year we were offered the opportunity to take on an extra room at SAFE Haven. This has enabled us to establish appropriate processes to keep healthy cats in good condition, and sick cats isolated and cared for in their own space.
- We are indebted to our active volunteer cleaning crews who work to very high standards in helping to care for and love each and every animal. We also want to acknowledge the volunteers that transport animals, collect cat litter and help with our financial records.

- I was amazed at the sheer volume of support we witnessed at our recent fundraising event, which was organised by an amazing member and volunteer who has substantially contributed to SAFE's success over the years. It was heartwarming for us to meet all the supporters who raised so much money to help our cause.
- I am always blown away by the ongoing generosity of Vet-O Brookvale, Mona Vale Veterinary Hospital, Avalon Veterinary Hospital and our two newly affiliated vets, The Beaches Vet and Dee Why Vet. Dr Kim Kendell has continued to support us by reducing our rent this year. This, together with her ongoing advice and emergency treatment, has been crucial to our success in these difficult times. Thank you to all for sharing their expertise and supporting SAFE.
- Our animals have benefited greatly from the donations received throughout the year from animal-loving individuals and we are very thankful.
- SAFE is made up of supporters, members, volunteers and donors and of course, we wouldn't exist without this strong base. However I would like to express a special 'Thank You' to the SAFE committee who keep the wheels rolling, perform many tasks, put in long hours and the hard yards to ensure things run as smoothly as possible.

The reason we are all here is to ensure that any pet who comes into our care is loved for who they are and given the space, time and opportunity to be the best and happiest they can be.

Looking forward, we are making plans to improve what we do and how we do it so that we can help even more pets.

It's been a tough world this year yet we have made progress, have much to celebrate and many people to thank.

We have been able to help more pets than ever in line with our belief that every animal deserves as many chances as it takes to find love.

I'm proud to be part of the SAFE family working alongside like-minded people who are dedicated and passionate about something I care deeply about.

Tim Crossman

President and General Manager

TREASURER'S REPORT

This has been another tough year for everyone due to the ongoing COVID-19 event and has affected SAFE, our supporters and sponsors.

Some of our vets were forced to increase their prices which resulted in us having to increase our adoption prices (in line with other animal rescues). We managed to sign up another two partner vets to share the load and want to thank Vet-O, Mona Vale Vet, The Beaches Vet, Avalon Vet and Dee Why Vet for their support. The extra veterinary support has allowed us to greatly increase our capacity to desex cats which in turn has reduced the average time they spend in our care, and this has led to more cats available for adoption. This is reflected in the income from adoptions which is up to \$61,695 this year compared to \$25,450 the previous year.

The vet expenses for the year were \$57,437.35 up from \$36,025.42 in the previous year. This means that adoption fees covered vet expenses this year.

Part way through the year, we expanded by renting an additional room which allows us to separate our shelter into 3 separate sections: incoming, quarantine and welfare. This will help us if we have an event such as one earlier in the year when we had a number of sick cats and kittens who needed to be quarantined. Thank you also to Dr Kim Kendall for reducing the rent for us during this time.

The extra room has also allowed us to set up more workstations fitted out with new computers which were donated to us by a charity called WorkVentures at no cost thus saving several thousand dollars. The extra computers now allow the Day Manager and the General Manager to work simultaneously. We also purchased a number of shelving units for each of the rooms to help manage the storage.

At the beginning of May, the General Manager role became the first official paid role within SAFE albeit part-time for one day a week. The plan is to increase the amount of days as SAFE grows.

A couple of the negative impacts of COVID-19 were our reduced income from donations, \$32,801.36 compared to \$41,373.27 last year and boarding revenue \$26,040.38 compared to \$35,002.36 last year.

We have started to look at alternative ways to create income and one of the areas we have focussed on this year is selling pet accessories. To start with, we sold a number of second hand items, such as litter trays, cat carriers, scratch poles, etc. that were donated to us.

But once these ran out Anne McLean, a volunteer, ran a donation drive via Facebook and overall SAFE raised \$3,682 in this area. We are now looking at purchasing new items as well as selling second hand items to build on this positive result.

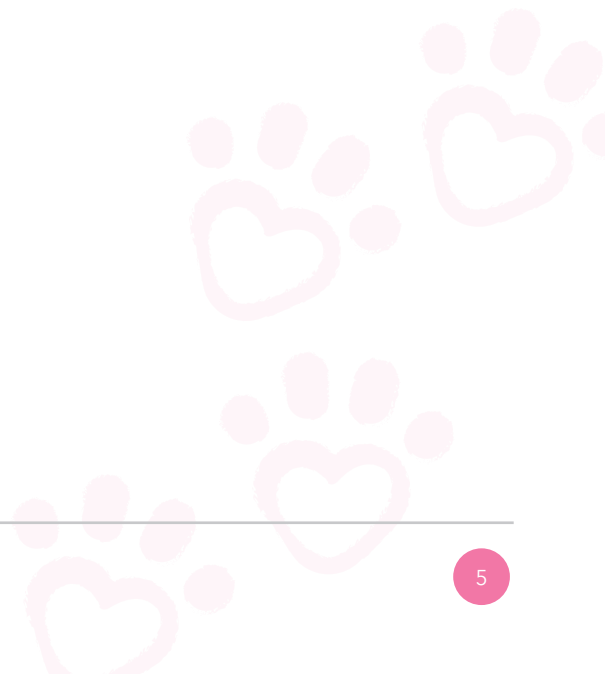
Anne also organised our major Fundraising event of the year, an evening at the Pymble Players, which raised over \$6,000. We would like to thank Anne for her significant contribution.

Late in the year, we managed to gain two potential sponsors, Purina and Love Pets Photography. Purina has started to supply us with dry food for all cats in care. While a contract is yet to be signed, it looks like they would like this to continue. We have also entered into negotiation with Love Pets Photography on how they can help sponsor SAFE. A big 'Thank You' to both of these companies.

All of this has meant we have turned a healthy surplus this year of \$29,136.10 compared to \$18,746.07 in 2019-2020. The committee is currently looking into the future and is drafting a strategy to help guide us to grow SAFE, and how to best use this money.

Below is the table we use as a committee each month to help track our key income and expense items, as such they do not reflect the total income and expenses items. For full details, please see attached Financial Statement.

Peter McLardy
SAFE Treasurer and Committee Member

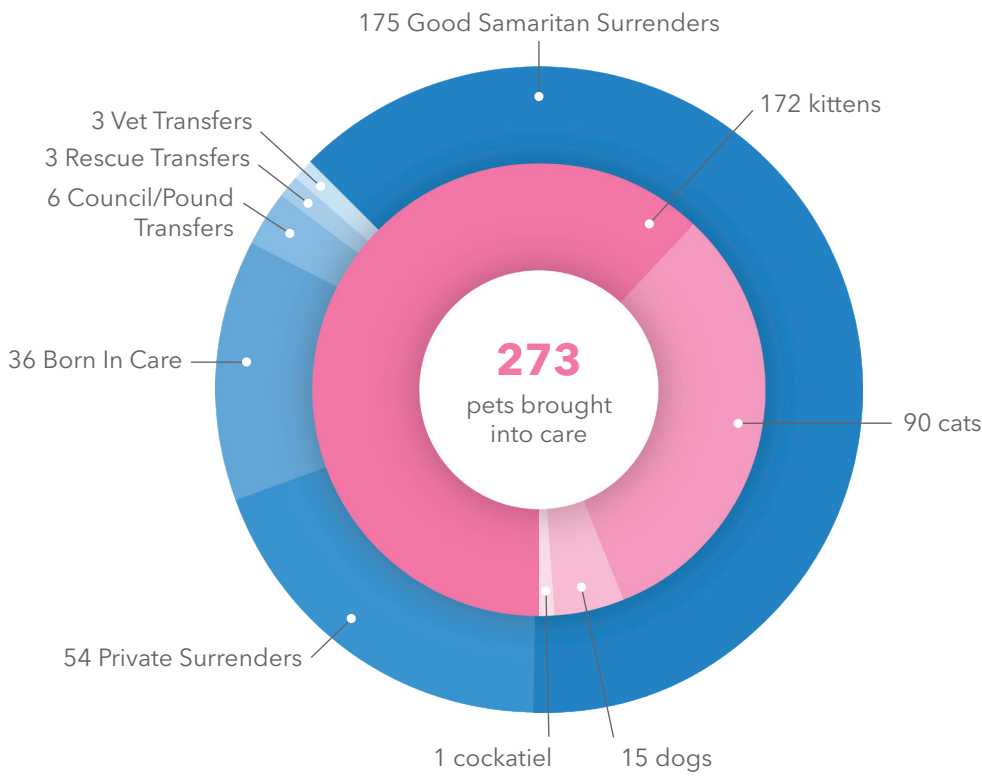


MONTHLY FINANCIAL SUMMARY

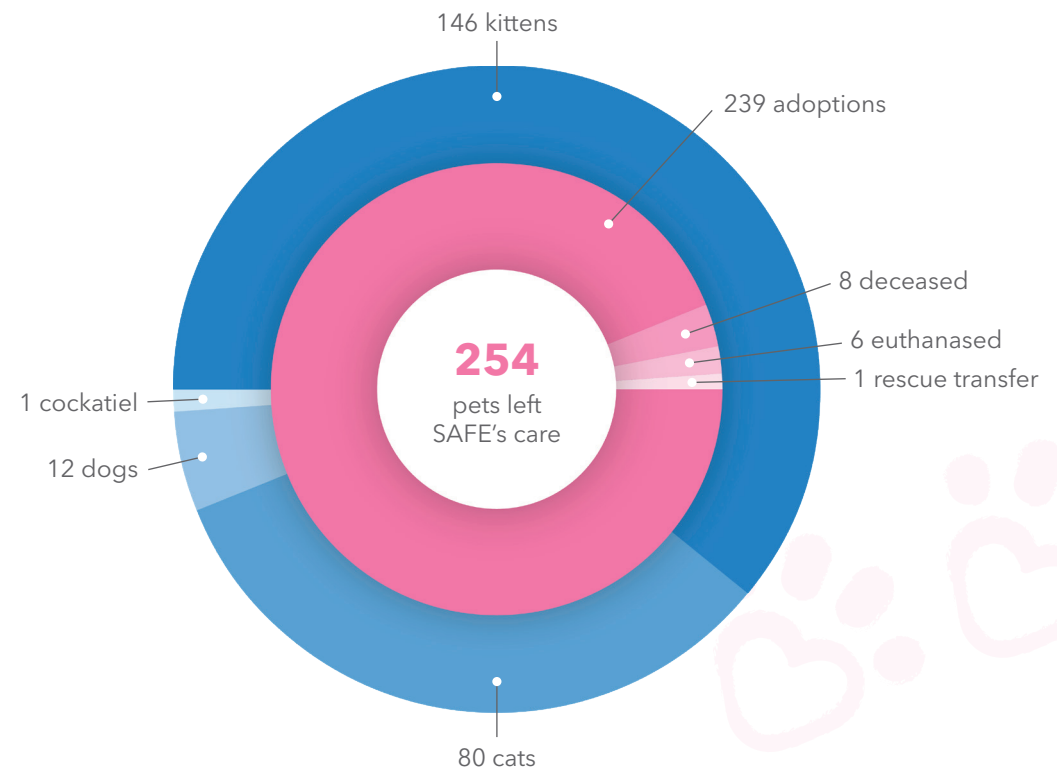
Month	Donations	Boarding	Adoptions	Pet Accessories	Income	Vet Bills	Expenses	Surplus
Jul	\$4,003.80	\$2,418.93	\$3,825.00	\$0.00	\$12,215.73	\$3,270.04	\$6,041.03	\$6,174.70
Aug	\$3,621.00	\$280.00	\$3,300.00	\$130.00	\$8,376.00	\$6,357.60	\$9,918.63	-\$1,542.63
Sep	\$1,685.43	\$1,228.93	\$2,575.00	\$70.00	\$6,884.36	\$2,664.24	\$6,066.62	\$817.74
Oct	\$1,315.00	\$2,456.26	\$2,800.00	\$100.00	\$7,086.26	\$1,635.60	\$5,423.21	\$1,663.05
Nov	\$1,156.55	\$1,565.00	\$3,650.00	\$470.00	\$8,780.77	\$3,823.12	\$8,746.85	\$33.92
Dec	\$3,050.00	\$4,794.26	\$1,975.00	\$250.00	\$10,986.26	\$1,904.19	\$7,869.88	\$3,116.38
Jan	\$789.00	\$4,633.00	\$4,575.00	\$360.00	\$11,450.00	\$4,108.32	\$8,769.59	\$2,680.41
Feb	\$4,415.17	\$890.00	\$5,830.00	\$359.00	\$12,046.17	\$5,831.96	\$11,515.22	\$530.95
Mar	\$3,107.60	\$1,390.00	\$8,630.00	\$686.00	\$14,522.27	\$7,385.42	\$12,099.37	\$2,422.90
Apr	\$1,192.00	\$3,940.00	\$7,550.00	\$737.00	\$14,032.50	\$8,961.38	\$12,865.15	\$1,167.35
May	\$1,658.00	\$1,279.00	\$6,910.00	\$325.00	\$11,698.50	\$5,920.53	\$11,657.12	\$41.38
Jun	\$6,807.81	\$1,165.00	\$10,075.00	\$195.00	\$26,808.81	\$5,574.95	\$14,828.86	\$11,979.95
Total	\$32,801.36	\$26,040.38	\$61,695.00	\$3,682.00	\$144,887.63	\$57,437.35	\$115,801.53	\$29,086.10
Avg	\$2,733.45	\$2,170.03	\$5,141.25	\$306.83	\$12,073.97	\$4,786.45	\$9,650.13	\$2,423.84
19/20	\$41,373.27	\$35,002.36	\$25,450.00	\$0.00	\$112,042.98	\$36,025.42	\$93,296.91	\$18,746.07

ANIMAL NUMBERS

335 cared for throughout 2020/21



INCOMING ANIMALS



OUTGOING ANIMALS

VOLUNTEERS REPORT

Our volunteers are a mixture of ages, genders, backgrounds and abilities. Over the last year, they have given us their support on either a regular or ad hoc basis and have helped out in many areas including foster care, technology, finances, transport, marketing, events and social media.

Our 43 active SAFE Haven volunteers who help us on a weekly basis are the most regular hands-on contributors. Of course, it's impossible to quantify the impact they have, but one indicator is that they worked 1,201 shifts in the last year which equates to approximately 3,603 volunteer hours!

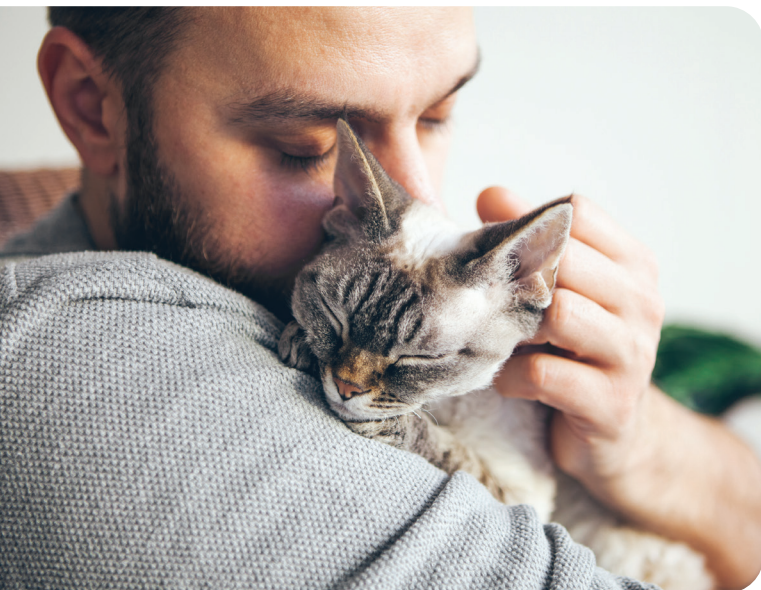
In order to care for the increased number of cats, we have increased the number of volunteers per shift. We have also introduced a 'career' path for SAFE Haven volunteers. If they so wish, they can train to become a Team Leader, an Assistant Day Manager and a Day Manager, each role increasing in involvement and responsibility.

Things our volunteers say about SAFE:

- ‘ It has been wonderful to be involved and SAFE has brought much joy to my life. ’
- ‘ I’m always there for you guys and the cats. ’
- ‘ I’ve absolutely loved volunteering and spending time with all the amazing cats. ’
- ‘ Thank you all for teaching me so much. I’m really happy to be part of your family and I hope my contribution makes a difference. ’
- ‘ I love, and am so proud to be, a vounteer with you guys! ’
- ‘ I love volunteering at SAFE and helping anyway I can. ’

SAFE volunteers are the foundation on which our dream is built. Their commitment and support, their time and energy, and the donations they offer are crucial. We are inspired by the fact that they join us in our passion to help, and it's thanks to them that we were able to give so many animals another chance at love in 2020-2021!

CUSTOMER CARE REPORT



SAFE's vision is 'Every animal deserves love, understanding and a first, second or even third chance.'

For us to realise this vision, it is important that we communicate effectively with our customers.

There is a constant demand for SAFE to take in animals. This consists of people wanting to surrender their pets and individuals looking for somewhere to take in the cats and kittens they have found. We cannot keep up with the number of requests and have an extensive

list of people waiting for a space to open up. When a spot becomes available, we follow up to triage the individual animals and prioritise the most urgent cases.

When cats arrive at SAFE we observe their behaviour and assess if they need to go into foster care. Foster carers have to be found and their experience and home environment should be matched with these cats.

Once a cat goes into foster care, we touch base with the carer on a regular basis to follow up on the progress of the cat, give advice where needed and provide food, litter, etc. We currently have 21 active foster carers and are looking to increase this number to cope with the high number of pets in need.

Before and during adoptions, we have extensive conversations with the new guardian, but it doesn't stop there. We also follow up one day, one week and one month after adoption to check on the progress of each cat and help troubleshoot any issues. It's important to us that we continue to guide and educate new guardians so that they and their pets can 'experience great life moments together'.

With the help of volunteers, we are currently focusing our social media submissions on Facebook and Instagram. In the last financial year, we have increased our network on Facebook from 1,548 to 3,155 followers (an increase of 103%) and we will continue to work on building our presence this coming year.

SUCCESS STORIES



DOGS AT SAFE - BUDDY

Buddy (aka Sooki) is a Rottweiler cross. He is a great example of what we do at SAFE and why we do it.

Buddy was advertised for free on Gumtree at the age of 6 months. Fearful of what could happen to a Rottweiler in the wrong hands, a kind member of the public took him in. She hoped she could give him a good home. However, she soon found it difficult to give him enough time and attention due to her busy lifestyle.

Furthermore, because of his size, he found himself mostly in the backyard. As a result, he wasn't spending much time with the family either. Realising Buddy needed more than what she could give and that he deserved a better life, this Good Samaritan contacted SAFE.

The first carer we found for Buddy had never fostered before and so they ended up teaching each other a lot during their time together. SAFE had him desexed, vaccinated and microchipped. But after months in care and numerous false starts, it was decided that Buddy would benefit from moving in with one of our behaviourists for some basic training.

Unfortunately in the first few weeks, Buddy developed a severe allergic reaction to a plant in the backyard and had to visit the vet several times. As time went on, people were interested in Buddy and he was introduced to a few potential adopters who unfortunately turned out to be unsuitable mainly because he still needed more training. He hadn't been trained as a young puppy so dealing with even basic situations such as new places, people and dogs was a big challenge.

Our behaviourist trained him every day to desensitise him to the outside world and he made good progress. He was gradually learning the correct way to behave and even took a liking to the resident cats (who weren't as open hearted!).

Eventually after 7 months of learning and waiting, we found someone looking specifically to bring a Rottweiler into their family and a 'meet and greet' was organised. This went amazingly well and that day marked the start of Buddy's new life!

Buddy is now called Sooki. He quickly won the hearts of his new guardian, Zaf, who soon realised there had been a piece missing in his previous life, and that piece was Sooki! It wasn't easy. Sooki and the family had to learn each other's routines but Zaf spent a lot of time researching on how to continue helping Sooki. With extra support and advice from SAFE's behaviourist, Zaf now says he can't imagine life without this adorable pooch!



A year on and Sooki has been to the snow, been kayaking and had doggy play-dates. He goes to the dog park and even has 2 new feline siblings who he adores! Zaf often sends us updates with photos of their adventures together and it goes without saying that this warms our hearts and makes it all worthwhile.

We couldn't be happier that we found Zaf and Zaf found Sooki.



CATS AT SAFE - RICE PUFF AND ROYAL

Rice Puff and Royal were a part of a litter of 5 kittens, born at the shelter, to a heavily pregnant rescued street cat.

They were transferred to a foster home where unfortunately, the mother ripped through a screen, escaped and never returned, or couldn't return for her kittens. The 5 kittens who were now 2 weeks old, needed round the clock feeding and intensive care, a very arduous task unless you have a full team behind you.

We moved them to another foster family that had 'more hands-on deck' to provide care 24/7. All 5 kittens were suffering with cat flu, were in poor condition and under-weight, often indicative of street cat litters. Despite their best efforts and support from our team of volunteer vets, 3 of the litter passed away over the first 3 weeks of care.

The remaining 2 kittens, Rice Puff and Royal weighed 210 grams and 180 grams respectively and battled eye ulcers, respiratory infections and fought fiercely to survive. Our foster carers meticulously administered medications and bottles every 2-3 hours to help them gain weight and give them the best chance of survival.

Rice Puff and Royal were your typical 'failure to thrive' kittens that we often see.

For kittens like this, it's a battle to keep them

alive. We hope, as they gain weight, they will turn the corner and be strong enough to fight the virus. They lack condition with patches of missing fur, are unable to groom themselves which results in burning from urine and faeces and are often battling flea and worm infestations.



In an unlikely turn of events, this foster family, were blessed with an 'unlikely surrogate'. Their male Spoodle, Bear, stepped into a vital caring role. After each feeding session he would groom and comfort them, and gently stimulate them to move around and develop muscle strength. He was also the trusted ally who maintained a constant vigil by their side.

As with many of these kittens, they gain weight slowly and are slower to develop

physically. However, with the constant care from the foster family and stimulation and love from Bear, Rice Puff and Royal began to gain weight each week and develop into very affectionate little kittens.

The lovely end to this story, is that Rice Puff and Royal are now known as Soda and Gin having been adopted together at around 14 weeks, to a wonderful lady who lives by herself. And best of all, this was just before lockdown, so they have been able to enjoy a wonderful bonding time together.

Today they are happy, healthy and are incredibly affectionate. They love cuddles, have huge purrs and are gaining weight steadily. They are loved and safe, being indoor only cats, and bring much joy and love into the home.

This is what makes our job at SAFE so rewarding. Taking in little battlers like this with the odds stacked against them, survive, be adopted and bring so much warmth and happiness to people and being given a second chance at a wonderful life ahead.

WHAT MORE CAN BE DONE?

BECOME A MEMBER

If you have not yet joined, you can join on the SAFE Rehoming website or request an application form to be sent by post by contacting us. All membership fees go towards looking after pets in care.

MAKE A DONATION

While things like food, litter and toys for the pets in care are very useful, cash donations are especially welcome as we need to ensure we have enough funds to pay bills and rent. Head to the SAFE Rehoming website for more information on how to donate.

VOLUNTEER AT SAFE HAVEN, AT AN EVENT OR A FUNDRAISING ACTIVITY

If you want to have direct interaction with the cats, we are always looking for volunteers to help clean SAFE Haven. Alternatively, if you can come up with a unique event or activity to help raise funds or volunteer to help organise one, please contact us.

BECOME A CORPORATE PARTNER

Local partnerships benefit everyone so if you know of a business or you own a business that would like to support us, please get in touch with us to see what kind of difference you can make.

CONTACT US

SAFE Rehoming is a registered charity at 58 Wyong Road, Mosman, NSW 2088*

SAFE Haven Rehoming Centre is at Unit 19 / 30-32 Barcoo Street, Roseville, NSW 2069

info@saferehoming.com.au | membership@saferehoming.com.au

www.saferehoming.com.au | (+61) 0404 753 227

Facebook and Instagram @safeanimalrehoming

**this address is only for postal purposes, please do not drop any physical donations at this address*

PICTURE GALLERY



The Big Ginge adopted 5th September 2020



Daphne adopted 24th May 2021 and kittens



Leo adopted 19th September 2020



Sapphire adopted 28th March 2021



Lily adopted 5th May 2021 and kittens



Mini adopted 8th July 2021



Mako adopted 11th June 2021



Jasmine adopted 7th June 2020



Leaf adopted 12th February 2021



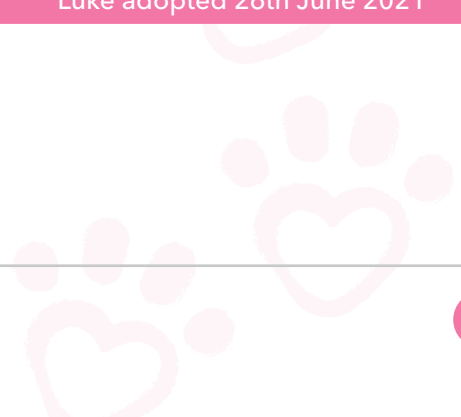
Missy adopted 18th August 2020



Quattro adopted 20th June 2020



Luke adopted 26th June 2021



THANK YOU

SAFE Rehoming would like to thank Stacy Farrell, Tim Crossman, Steph Dos Santos, Sue Barber, Peter McLardy and Irene McLardy for their contributions to this report.

THANK YOU TO OUR SPONSORS





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